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Factors Influencing the Size and Value of the Labour Force; The Working Age Population; Participation Rates; Implications for Existing Labour Force Size; The Future Labour Force; Twin Challenges: Dependency and Productivity; Strategic Implications; Summary; Chapter 6: Where in the World Is the Money?; Elephants in the Room; How Reliable Are the Available Data?; Usefulness of GDP for Evaluating the Potential of the Consumer Market of One Country Relative to Another; What Is the Best Way to Compare Expenditure among Countries? So, Where Is the Money? Relative Average Household Incomes per Capita in 2012; Where Will the Money Be in the Future?; Understanding the Assumptions; The Economies of the Future; The Future for Household Incomes; Deciding Whether to Save or Spend; Summary; Chapter 7: Distribution of Households by Income; Introduction; The Different Income Segments; Analysis of the Income Segments; Regional Share of Income Segments; Income Segment Share of Each Region; The Relative Value of the Income Segments; Who Are the Middle Class?; Purchasing Power Parity (PPP): When Not to Use It; Strategic Implications Summary Chapter 8: The Changing Pattern of Consumer Expenditure; The Basic Relationship between Consumption and Affluence; Changes in Expenditure by Income Segment and Region; Change in Total Value of Spending; Age Group and Expenditure-Where Should Brands Target Their Efforts in Future?; Strategic Implications; Summary; Chapter 9: The Health Tsunami; The Relationship between Ageing and Demand for Health Services; The Cost of Health Care; Impact of Increased Number of Cases (but No Increase in Cost per Treatment) on Share of GDP Needed to Be Spent on Health Impact of Assuming That Countries Maintain Health Expenditure Share of GDP on Expenditure per Condition

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Sommario/riassunto

How the world's demographic and socio-economic landscape will change over the next two decades Tomorrow's World maps out the world's near future through the lens of demography, dealing with issues of health and wealth; death and taxes; buying and selling; education and progress; and how and where we choose to live. The last century saw the world's population quadruple, the emergence of megacities and increased urbanisation, and large changes in fertility, mortality, healthcare, education, and income. The world we live in today was profoundly shaped by those changes. This book

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